BROWN'S WINDOW PROJECT

Luray Downtown Initiative

Meredith Dees, Program Director

THE PROBLEM



THE SOLUTION

Dress up Downtown

Transform the look and feel of the west main street.

See the Future

Allow businesses to see themselves owning a business in that building. You never know who is a potential buyer for that building or a potential entrepreneur waiting for that "sign".

Merchant Service

- These windows give businesses opportunity to advertise and drive traffic to their storefronts
- "I had no idea that place existed"

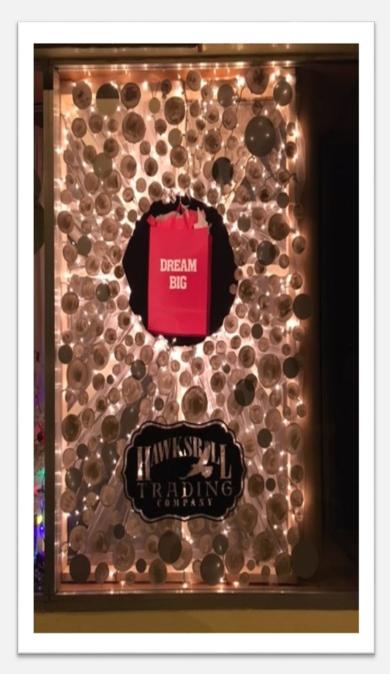
Community feedback

Locals and Tourist



A FEW IDEAS





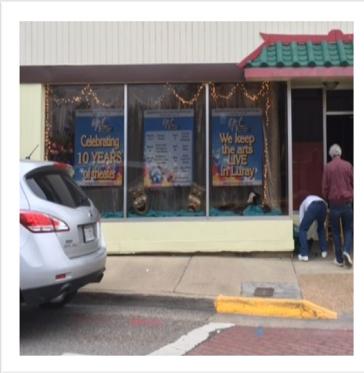
THE HOLIDAYS





INCORPORATE ORGANIZATIONS







THINK ABOUT THESE THINGS

- To charge or not to charge?
- Town/ property owner buy
 - Sign ordinances
 - Power
 - Fire hazards
- Getting the word out
- Being fair
- Written Agreement
- Schedule





ADVERTISE

LURAY DOWNTOWN INITIATIVE

Brown's Window Decorating

MORE DETAILS

Meredith Dees luraydowntown@gmail.com RESERVATIONS

Only a few spots left! Sign up by Friday, February 24

WHAT?

Sign up to decorate a window in the Brown's Building and help promote your business or organization.

Call or email for more details!

WWW.LURAYDOWNTOWN.COM

CALL: 540-743-7700

BROWNS WINDOW PROJECT

WINDOW DECORATING OPPORTUNITY

MORE DETAILS

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WHAT

Decorate a window in the Brown's Building to promote your business or organization!

RESERVATIONS

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MAIN OFFICE

phone 540-743-7700

www.luraydowntown.com | luraydowntown@gmail.com

SCHEDULE

- Spring Season: March 6 May 30
 - Theme: Spring/ Earth Day and St Patrick's Day
 - Decorated by PAL and Trackside Theatre
- Summer Season: June 5 August 28
 - Theme: Summer fun in Luray
 - Decorated by The Arts Community and Dominos Pizza
- Fall Season: September 11 November 13
 - Theme: Back to School
 - Decorated by LHS and PCHS
- Winter Season: November 20 January 8
 - Theme: Holidays
 - Decorated by Hawksbill Trading Co